



2026 SPONSORSHIP PACKAGES



YOUR LOGO, OUR LEGACY

We want you!



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merndadragonsinfo@gmail.com

WA Smith Reserve, Lalor, VIC, AUS

Mernda Dragons Rugby League Club

Sponsorship Package 2026

As a community sporting organisation, it is our objective to provide as many members of our community the opportunity to participate in Rugby League in an accepting environment.

This is achieved by developing the players skills and coordination in a friendly and motivating atmosphere promoting self-confidence whilst ensuring the safety, welfare, and wellbeing of the club members at all times.

At Mernda Dragons, we're doing our part to provide members of our community the opportunity to grow in Rugby League, to stay active, to be able to participate and to socialise.

About Us

The Mernda Dragons Rugby League Club is a proud community-based club dedicated to growing the game of rugby league currently in Lalor. We provide opportunities for players of all ages to participate, develop, and thrive — from grassroots juniors to competition levels. The Mernda Dragons Rugby League Club is a successful member of the NRL VIC League. Founded in 2015, the club has seen an impressive growth for a grass roots club.

We pride ourselves on being more than just a rugby league club — we are a community hub, fostering teamwork, respect, and resilience.

Why Sponsor the Mernda Dragons?

Partnering with us means your business will:

- Gain brand exposure to players, families, and supporters at games, events, and online.
- Be associated with a family-friendly, community-focused organisation.
- Connect with the rapidly growing Mernda and surrounding region.
- Support youth development and participation in healthy, active lifestyles.



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Our Reach

With our memberships, MDRLC enjoys significant presence and unique brand exposure opportunities. MDRLC have the opportunity 3 times per season to attend major NRL sporting events at AAMI Park as a club with our teams playing on field (during half time) with a crowd of approx. 20,000 patrons not to mention the thousands of viewers at home tuning in.

MDRLC host's home games right through the winter season with approx. 500+ members of different clubs visiting each home game, and often spend many weekends traveling around Victoria, exposing our Club and your brand to thousands more people.

Our club rooms are well frequented throughout the year and signage in and around the clubrooms present a wonderful brand awareness opportunity.

In addition, MDRLC has a sophisticated social media presence in our community.

- We have 1500+ followers on Facebook
- We have a growing 350 followers on Instagram

WE WANT YOU!

We couldn't do the work we do for our community without the help of generous organisations like yours.

You can be part of our force by providing:

- Monetary donations to support the Club operational and running costs, end of season Presentations, Uniforms & training courses to assist with the upskilling of our Coaches and Players In-kind contributions of equipment, space, supplies to support our teams, facility and canteen



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Sponsorship Opportunities

Platinum Partner – \$3,000+

(2 year partnership agreement)

Exclusive Benefits:

- Large logo placement on front of competition teams player jerseys.
- Training jersey exposure - logo placement on our training jersey
- Premium teardrop banner placement at all home games & club events.
- Feature spotlight on all official social media pages, posts & stories & on our website sponsors section.
- Social media promotion - full wall post reshared as story on each platform (monthly feature).
- Invitation to club events with VIP recognition at our Presentation Night.
- Club merchandise: 1x club polo shirt, 1x beanie, 1x jumper, 1x softshell jacket or longline puffer jacket

Certificate of appreciation & framed team photo presented at season's end.

Opportunity for sponsor activations (e.g. product displays, giveaways, promotions at game days).

Gold Partner – \$2,000

(2 year partnership agreement)

- Left or right sleeve logo placement for competition teams players jerseys.
- Training jersey exposure - logo placement on our training jerseys
- Teardrop banner advertising
- Grounds banner signage (high visibility) for home games and travelling.
- Social media promotion - story feature on each platform (monthly feature).
- Club merchandise: 1x club polo shirt, 1x beanie + 1x jumper
- Business profile featured in club website via sponsors category.
- Recognition at club events including presentation nights

Silver Partner – \$1,500

(2 year partnership agreement)

- Logo placement (above playing number) on the back of competition teams player jerseys



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Sponsorship Opportunities Silver continuation..

- Logo on club website
- Social media promotion (monthly feature)
- Teardrop banner advertisement
- Club merchandise: 1x club polo shirt, 1x beanie
- Recognition at end of season presentation.

Bronze Partner – \$1,250

(2 year partnership agreement)

- Club merchandise - 1x club polo shirt
- Small logo placement on the back of competition teams player jerseys (below playing number).
- Logo on club website.
- Promotion of business name on social media.
- Certificate of appreciation.
- Acknowledgement at end of season presentation.

TRAINING SHIRTS SPONSORSHIP OPTIONS:

Secure logo placement on our training shirts for a once off payment of \$500. This partnership additionally includes logo exposure and placement on all club circular flyers shared across group chats and social media platforms.

Custom Packages

We also offer tailored sponsorship opportunities such as:

- Junior Team Sponsor – support a specific age group.
- Event Sponsor – presentation nights, fundraisers, or tournaments.
- Equipment Sponsor – assist with jerseys, balls, or gear.

Why a 2-Year Partnership?

Consistency: Your brand stays in front of our growing community for multiple seasons.

Better Return of Interest (ROI): Exposure and recognition build year after year.

Club Stability: Long-term sponsorship ensures we can invest confidently in new programs, equipment, and development - including our junior teams, new competition team and new girls' teams.



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Supporting grassroots rugby league means investing in community, culture, and the next generation of athletes. By partnering with the Mernda Dragons, your brand will gain exposure to families, schools, local businesses, and the wider sporting community - while showing your commitment to growing the game.

A 2 year commitment gives Mernda Dragons financial stability while it allows sponsors time to see the real value in your investment as exposure builds season by season.

We believe that your sponsorship efforts will ultimately generate more business through promotion of your brand to a wider, community-based audience.

Supporting a community-based club is a rewarding experience and one we hope that you will be joining in season 2026.

Join the Dragons Family

Your support makes a real difference in helping us grow rugby league and provide opportunities for young people in our community!

Please remember, we have packages available to suit every marketing budget and have the ability to tailor sponsorship packages to address your particular business needs.

Thank you for taking the time to review our proposal.



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